

Delegated Decision Report

Application No:	25/0823	Statutory Period Expires:	26th November 2025
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Site:	<i>Sinclair Garages (Newport) Ltd Corporation Road Newport NP19 0HE</i>		
Proposal:	<i>ADVERTISEMENT CONSENT FOR 3NO ILLUMINATED FASCIA SIGNS AND 1NO ILLUMINATED PYLON SIGN</i>		
Applicant:	<i>J Harrington</i>		
Type:	Advert Consent	Ward:	Liswerry
Decision:	GARNTEED WITH CONDITIONS		

1. BACKGROUND

1.1 None.

2. SITE LOCATION AND CONTEXT

2.1 The site is a vehicle sales garage located on Corporation Road. It is a well established vehicle sales site at a wide part of the Corporation Road. A commercial unit is located opposite and a petrol station is located north west of the site. The latter includes a totem sign typical of petrol filling stations and the vehicle sales garage itself has an existing set of signs linked to "VW" sales. The proposed signs relate to "Skoda" sales.

3. DESCRIPTION OF DEVELOPMENT

3.1 3no fascia signs are proposed. Sign A would measure 0.8m in height, 4m in width and 0.1m in depth and would be 5.1m above ground level featuring the vehicle manufacturer name. Sign B would be 1.2m in height, 1.16m in width and 0.1m in depth and would be 4m above ground level. It would feature the name of the garage. Sign C would be 1160mm in width x 1190mm in height x 0.3m in depth and 4.2m above ground level. It would feature the vehicle manufacturer and 'service'. All three signs would be internally illuminated with static lighting.

3.2 The Pylon sign would be located towards the front of the site and would measure 4.2m in height x 1.45m in width and 0.3m in depth. It would be green, internally illuminated with static lighting.

4. RELEVANT SITE HISTORY

None relevant.

5. PLANNING POLICY

5.1 THE NATIONAL DEVELOPMENT FRAMEWORK: FUTURE WALES - THE NATIONAL PLAN 2040

Future Wales sets out the Welsh Government's land use priorities and provides a national land use framework for SDPs and LDPs. Future Wales concentrates on development and land use issues of national significance, indicating areas of major opportunities and change, highlighting areas that need protecting and enhancing and helping to co-ordinate the delivery of Welsh Government policies to maximise positive outcomes.

Policy 1 - Where Wales Will Grow

Policy 2 - Shaping Urban Growth and Regeneration - Strategic Placemaking

Policy 9 - Resilient Ecological Networks and Green Infrastructure

5.2 PLANNING POLICY WALES (EDITION 12) 2024

3.3 - Good design is fundamental to creating sustainable places where people want to live, work and socialise.

3.4 - Meeting the objectives of good design should be the aim of all those involved in the development process and should be applied to all development proposals at all scales.

5.3 NEWPORT LOCAL DEVELOPMENT PLAN (2011-2026)

Policy GP2 General Development Principles – General Amenity states that development will not be permitted where it has a significant adverse effect on local amenity in terms of noise, disturbance, overbearing, light, odours and air quality. Development will not be permitted which is detrimental to the visual amenity. Proposals should seek to design out crime and anti-social behaviour, promote inclusion and provide adequate amenity for future occupiers.

Policy GP6 General Development Principles – Quality of Design states that good quality design will be sought in all forms of development. In considering proposals, a number of factors are listed which should be considered to ensure a good quality scheme is developed. These include consideration of the context of the site; access, permeability and layout; preservation and enhancement; scale and form of the development; materials and detailing; and sustainability.

6. CONSULTATION RESPONSES

6.1 Local Highways Authority: The detail in relation to the specific location of the illuminate pylon (D) is unclear. I would however offer no objection subject to no part of the pylon structure, including the foundation, encroaching into the adopted highway.

6.2 Environmental Health: Based on the submitted information, I have no objections to the proposed development

7. PUBLIC REPRESENTATIONS

None.

8. ASSESSMENT

8.1 Technical Advice Note (TAN) 7: Outdoor Advertisement Control is of relevance to the determination of this application. TAN7 states that applications for advertisement consent can only consider amenity and public safety. Development will not be permitted which is detrimental to amenity.

8.2 The proposed signage is considered to be in keeping with the commercial use of the site and the fascia signage respects the scale and form of the host building. Whilst the pylon sign will be more prominent within the street scene given its siting to the front of the site, its scale and design is considered to be acceptable. Existing signage is already present on the site, including a freestanding totem type sign forward of the building but this is located at the other end of the site frontage and the additional signage will not give rise to visual clutter. They are commensurate with the size of the building and the nature of the use. As such the advertisements are not considered to result in an adverse visual impact.

8.3 Movement:

The Head of Infrastructure (Highways) has stated that whilst the detail in relation to the specific location of the illuminate pylon (D) is unclear, no objection is offered subject to no part of the pylon structure, including the foundation, encroaching into the adopted highway. The site plan identifies the pylon sign as being to the north of the site and is not located on the highway or footway. As it is located set off the neighbouring access to the petrol filling station and is set back from the highway boundary, it does not appear to obstruct visibility of existing accesses. The neighbouring access is wide with a generous width pavement. The proposed signs, including totem, preserve public safety.

9.2 *Equality Act 2010*

The Equality Act 2010 identifies a number of 'protected characteristics', namely age; disability; gender reassignment; pregnancy and maternity; race; religion or belief; sex; sexual orientation; marriage and civil partnership.

9.3 Having due regard to advancing equality involves:

- removing or minimising disadvantages suffered by people due to their protected

characteristics;

- taking steps to meet the needs of people from protected groups where these differ from the need of other people; and
- encouraging people from protected groups to participate in public life or in other activities where their participation is disproportionately low.

9.4 The above duty has been given due consideration in the determination of this application. It is considered that there would be no significant or unacceptable impact upon persons who share a protected characteristic, over and above any other person, as a result of the proposed decision.

9.5 ***Planning (Wales) Act 2015 (Welsh language)***

Section 31 of the Act clarifies that impacts on the Welsh language may be a consideration when taking decisions on applications for planning permission so far as it is material to the application. This duty has been given due consideration in the determination of this application. It is considered that there would be no material effect upon the use of the Welsh language in Newport as a result of the proposed decision.

9.6 ***Newport's Well-Being Plan 2018-23***

The Wellbeing of Future Generations (Wales) Act 2015 imposes a duty on public bodies to carry out sustainable development in accordance with the sustainable development principle to act in a manner which seeks to ensure that the needs of the present are met without compromising the ability of future generations to meet their own needs. This duty has been considered during the preparation of Newport's Well-Being Plan 2018-23, which was signed off on 1 May 2018. The duty imposed by the Act together with the goals and objectives of Newport's Well-Being Plan 2018-23 have been considered in the evaluation of this application. It is considered that there would be no significant or unacceptable impact upon the achievement of wellbeing objectives as a result of the proposed decision.

10. **CONCLUSION**

10.1 The signage is acceptable and will not result in an adverse visual or highway safety impact.

10.2 The application is granted subject to the following conditions.

11. **DECISION**

GRANTED WITH CONDITIONS

01 The development shall be implemented in accordance with the following plans and documents: 01.10.25 Rev0.

Reason: In the interests of clarity and to ensure the development complies with the submitted plans and documents on which this decision was based.

General conditions

02 The level of illumination of the sign hereby approved shall not exceed 270 candelas per square metres.

Reason: In the interests of the visual amenities of the area in accordance with Policy GP6 of the NLDP.

03 The illumination of the advertisements shall be static, and not flashing, occulting or repeating.

Reason: In the interests of visual amenity in accordance with Policy GP6 of the NLDP.

NOTE TO APPLICANT

01 This decision relates to plan Nos: 01.10.25 Rev0.

02 The development plan for Newport is the Newport Local Development Plan 2011 – 2026 (Adopted January 2015). Policies GP2 and GP6 were relevant to the determination of this application.